

**U.S. DEPARTMENT OF STATE
U.S. CONSULATE GENERAL PORTO ALEGRE
PUBLIC AFFAIRS SECTION
GRANTS PROGRAM**

Funding Opportunity Title: U.S. Consulate General Porto Alegre Public Affairs Section Annual Program Statement FY 2021

CFDA Number: 19.040 Public Diplomacy Programs

Date Opened: February 8, 2021

Application Deadlines: Proposals will be accepted on a rolling basis until August 1, 2021

Federal Agency Contact: Porto Alegre Grants Committee

Email: PortoAlegreImprensa@state.gov

I. Funding Opportunity Description

The Public Affairs Section at the U.S. Consulate General in Porto Alegre, Brazil is publishing this Annual Program Statement, which outlines program priorities and themes for this year. This document also outlines specific procedures for submitting funding proposals.

The U.S. Consulate General in Porto Alegre invites proposals that strengthen ties between the United States and Brazil, through cultural, exchange, and education programs that highlight shared values and promote bilateral cooperation.

This Annual Program Statement focuses exclusively on the Porto Alegre Consular District, which includes the states of Rio Grande do Sul and Santa Catarina only. Programs focused on other areas of Brazil are not eligible under this Annual Program Statement. U.S. entities, with the geographic focus noted above, are eligible to apply independently or as a partner to a Brazilian organization.

This notice is subject to availability of funds. The Consulate expects to make awards from \$2,000 - \$20,000 and makes no guarantee that any funds will be awarded under this Annual Program Statement.

The Consulate seeks project proposals in the following Priority Program Areas:

- **ADVANCING SOCIAL INCLUSION:** Programs that seek to promote human rights, diversity, and freedom of speech, advancing initiatives to protect and empower members of marginalized and under-represented groups.
- **PRESS FREEDOM AND COMBATING DISINFORMATION:** Programs that promote press freedom, innovation – within both traditional and digital media – and factual reporting. Programs that increase media literacy, critical thinking, and combat dis- and mis-information merit special attention.
- **ECONOMIC GROWTH, INNOVATION AND ENTREPRENEURSHIP:** Programs related to bilateral trade, investment, economic integration, entrepreneurship, innovation, science and technology – including, but not limited, to 5G and to intellectual property rights and women's and girls' empowerment, including programs that address economic inclusivity, particularly among under-represented groups.
- **EDUCATION, ENGLISH LANGUAGE LEARNING AND CULTURE:** Programs that advance U.S.-Brazil cooperation in STEAM fields (Science, Technology, Engineering, Applied Arts and Math), particularly among youth audiences, promote training for teachers of English or

enhance English learning among specific audiences, increase understanding of Brazil and the U.S shared history and culture, or build linkages between American and Brazilian higher education and research institutions, academics, and students.

- **CITIZEN AND REGIONAL SECURITY:** Programs that address issues of combating and dismantling transnational criminal networks, supporting rule of law, law enforcement and civil society cooperation to fight crime and corruption, and exchanges that promote security cooperation, multilateral cooperation and enhance stability in the South American region.

Activities that may be funded include, but are not limited to:

- English language programs;
- Youth community service projects that promote democratic processes, civil engagement, media literacy, or encourage volunteerism and social entrepreneurship;
- Programs that teach entrepreneurship and promote social and economic inclusion for underserved communities;
- Programs that strengthen the bilateral educational and research relationship between the United States and Brazil; and
- Projects that strengthen capacity of local organizations.

Activities that are **not typically funded** include, but are not limited to:

- Social welfare projects;
- Paying to complete activities begun with other funds;
- Projects that are inherently political in nature or that contain the appearance of partisanship or support of individual or single party electoral campaigns;
- International travel, unless specifically justified within the project;
- Citizen exchange programs with other foreign countries;
- Political party activities;
- Construction; and
- Projects that support specific religious activities.

Authorizing legislation, type and year of funding:

Funding authority rests in the Smith-Mundt Act and Fulbright Hays Act. The source of funding is FY 2021 Public Diplomacy Funding.

II. Award Information

Funding Instrument Type: Grants, Fixed Amount Awards, Awards to Individuals, or Cooperative Agreements.

Estimated Total Funding (including both application deadlines): US\$40,000

Floor of Individual Award Amounts: US\$2,000

Ceiling of Individual Award Amounts: US\$20,000

The U.S. Consulate General in Porto Alegre reserves the right to award less or more than the funds described in the absence of worthy applications or under such other circumstances as it may deem to be in the best interest of the U.S. government.

Expected Number of Awards: The number of awards will be determined by the number and quality of applications received.

Project and Budget Periods: Proposed projects should cover a period of no more than 12 months. In rare cases, depending on the nature of the program, a project of more than 12 months may be considered. Since federal assistance awards are contingent on the availability of funds from the U.S. Department of State, applicants are encouraged to submit proposals with flexible start dates.

Payment Method: The U.S. Consulate General in Porto Alegre will have the discretion of disbursing funding in different installments depending on the size of the grant. In some cases, 40 percent will be dispersed upon signature of the award, another 40 percent upon completion of the initial phase, and the remaining 20 percent upon receipt and revision of the next phase of required reports.

Eligibility Information: The U.S. Consulate General in Porto Alegre encourages applications from committed and organized civil society organizations, local representatives of civil society, think tanks, non-governmental organizations, academic institutions, and individuals. For-profit, commercial firms, employees of the U.S. Consulate General, and family members of employees are not eligible to apply.

Cost-sharing: Cost-sharing is not required. However, PAS encourages applicants to provide cost-sharing from additional sources in support of the project. PAS also encourages projects that use highly skilled volunteers as an element of cost-sharing. Applications should explain clearly other likely sources of funding, whether cash or in-kind, and how the volunteers will be used.

III. Application Submission and Deadline

Proposals should be submitted online via email to the Public Affairs Section of the U.S. Consulate General in Porto Alegre at the following email address: PortoAlegreImprensa@state.gov

Proposals will be received and evaluated on a “rolling” basis beginning February 1, 2021 until the deadline for applications on August 1, 2021. Applicants should submit their proposals at least three months prior to the proposed project start date; however, since proposals will be evaluated on a rolling basis, we strongly encourage applicants to submit proposals as early as possible.

Applicants should be notified on whether or not their proposal was selected by the review panel according to the schedule below:

- Proposals received between February 8 and March 31, 2021 should expect a response by April 10, 2021;
- Proposals received between April 1 and May 30, 2021 should expect a response by June 10, 2021;

- Proposals received between June 1 and August 1, 2021 should expect a response by August 10, 2021;

Proposals selected by the review panel for further consideration will be asked to submit more detailed and additional inform Proposals will be considered in two separate cycles of funding. Applicants should apply well in advance of funding need, to ensure time for proposal review, selection, and funding.

For a proposal to be accepted, please ensure that:

- The proposal clearly addresses the goals and objectives of this funding opportunity;
- All documents are in English;
- All budgets are in U.S dollars
- All pages are numbered;
- All documents are formatted to 8 ½ x 11 (letter) or 8.27 x 11.69 (A4) paper, and
- All Microsoft Word or Adobe PDF documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins

A complete application under this announcement MUST include:

1. Proposal Document, which includes:

- Cover page** with project title; name of project manager; contact information (e-mail, phone number); and project summary: description of project in 100 words or less.
- Background:** This section should describe the institution in a couple of paragraphs including the relevant experience and capabilities of the project manager.
- Justification:** This section should also include the following:
 - The problem or critical issue that the proposal seeks to address, including geographic scope of the project;
 - How the proposal relates to the U.S. Mission Brazil and advances the U.S.- Brazil bilateral relationship;
 - Who will be the intended audience for this project;
 - Whether there are other programs and activities that will complement the proposal;
 - How the need for the project was determined;
 - Timeline for the project; and
 - Key personnel.
- Objectives:** This section should describe what the project is expected to achieve in terms of effects on the intended audience. Specifically, the section should discuss the changes that are expected to occur among the intended audience if project operations are successful. Changes can include results such as new and improved technical skills and knowledge, increased income-generating capacities,

and greater public awareness at the community. The proposal should specify how and when these objectives will be measured and evaluated. Successful monitoring and evaluation depend on the following:

- Setting SMART (specific, measurable, attainable, results-focused, and placed in a reasonable time frame) objectives;
- Linking project activities to stated objectives;
- Developing key performance indicators that measure realistic progress towards the objectives.

e. **Detailed Budget:** The budget for the proposal should be prepared in U.S. dollars. A list describing costs authorized by the U.S. Government can be found at [Cost Principles](#). This section should also briefly describe the institution's procurement procedures and financial policies. The description should include the institution's standard accounting procedures and any relevant information regarding its financial situation.

f. **Monitoring and Evaluation Plan:** This section should discuss proposed mechanisms and procedures for monitoring project operations to ensure that activities occur as planned, that they remain focused on stated objectives, and that appropriate corrective action is taken if required. Incorporating a well-designed monitoring and evaluation component into a project is one of the most efficient methods of documenting the progress and potential success of a program.

- **Desired Results and Illustrative Indicators**

The recipient will develop a project-level Performance Monitoring plan (PMP) and evaluation with annual and end-of-project targets and results anticipated for key performance indicators. The following table shows indicators that will be measured, as well as illustrative targets, upon which the recipient will be responsible for monitoring and reporting during and after the project. In addition, U.S. Embassy Brasília-Brazil will regularly monitor the project's performance to assess whether project activities are on track and targets are being achieved.

Sample of outcome indicators for the project are provided below. The recipient is expected to identify targets for these indicators based on what it can reasonably achieve within the performance period of the project, and based on the expected overall project results described above.

<i>Example Outcome Indicators</i>	<i>Illustrative targets:</i>
Improved understanding of the U.S. educational system	TBD
More positive views towards U.S. society and culture.	TBD
Increased self-confidence and motivation to promote improvements in public education in Brazil.	TBD

Output indicators and illustrative targets for the project are provided below. The recipient should review these and either confirm the illustrative targets or propose alternative targets, as appropriate.

<i>Example Output Indicators</i>	<i>Illustrative targets:</i>
Number of awarded school principals' presentations to school district representatives	TBD
Number of workshops and presentations on awarded school principals' exchange experience in the U.S.	TBD
Number of Action Plans implemented by the awarded school principals	TBD

The recipient may propose additional outputs, indicators, and/or targets as appropriate. The recipient will be required to collect baseline data for all the PMP indicators during the first year of the project. In addition, certain terms included in the outcomes and indicators will need to be defined at the very beginning of the project so that it is possible to measure the change during and at the end of the project. Examples of such are "capacity", "spread effect", etc. Baseline information will be critical for both monitoring and evaluation of project progress and results.

g. **Risk Assessment:** This section should identify any possible risk that would keep the grantee from concluding the project as described, as well as a plan for mitigating and addressing those risks.

2. Completed [SF-424](#) Grant Application Forms.

- o Organizations/Institutions must include: Forms SF-424, SF-424A and SF-424B
- o Individual applicants must include: Form SF424i, SF424A and SF-424B

3. Required Registrations. All organizations applying for federal awards (except individuals) must obtain these registrations. All are free of charge:

- a. Unique Identifier Number from Dun & Bradstreet (DUNS number)
- b. NCAGE/CAGE code c. www.SAM.gov registration

Step 1: Apply for a DUNS number: DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform/index.jsp>

Step 2: Apply for NCAGE by visiting:
<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Step 3: After receiving the NCAGE Code, proceed to register in SAM by logging onto:
<https://www.sam.gov/SAM/>
 **for help, visit:
<https://sam.gov/SAM/pages/public/help/samInternationalUserGuide.jsf>

SAM registration must be renewed annually.

These databases interface with each other, so the information in DUNS should match exactly with the NCAGE application and the same with SAM.

****Submissions that do not include all required documents, including relevant SF-424 forms, may not be considered.**

There is no need to contact the Consulate to ask about the status of your proposal once you have received the confirmation e-mail acknowledging receipt of your proposal.

IV. Review and Selection Process

Applications will first be reviewed to ensure all required documents have been submitted, including required registrations. Incomplete applications may be rejected.

Applications that do not address the Priority Program Areas stated above may be rejected.

Complete applications that address the Priority Program Areas state in this document will be evaluated based on the following criteria, which are designed to assess the quality of the proposed project and to determine the likelihood of its success. The Grants Committee will only review application materials submitted as directed in this program announcement.

Application Evaluation Criteria:

Goals and Objectives: The project is likely to provide maximum impact in achieving the proposed results. The applicant demonstrates ability to measure program success against key indicators and provide milestones to indicate progress towards stated goals.

Strategy: Applicant clearly describes how the proposal will address the problem within the proposed time frame and articulates a plan. The project builds civil society leadership and capacity, and demonstrates sustainable capacity building.

Budget and Budget Justification: The program is cost-effective given the number of individuals that will participate or be affected. The budget and narrative justification are reasonable in relation to the proposed activities. Anticipated results, given the planned expenses, are realistic.

V. Award Administration

Award Notices: The grant award or cooperative agreement shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is a U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. Organizations whose applications are chosen for funding will be notified in writing.

Reporting Requirements: All awards issued under this announcement will require both program and financial reports per a schedule specified in the award agreement. The disbursement of funds may be tied to the timely submission of these reports. All other details related to award administration will be specified in the award agreement as well.